

MTEC Full Council Meeting

June 4 – 5, 2001

Missouri Career Center

Joplin, MO

MTEC members, staff and guest were treated to a tour of the Missouri Career Center prior to the meeting. Patti thanked Shirley Click, Joe Barfield, and Neal Ball for conducting the tour and hosting the meeting.

The meeting was called to order by chair Patti Penny. Members and guests made self-introductions.

Approval of 04-18-01 Meeting Minutes

Jim Dickerson moved for approval of minutes. Mikki Brewster 2nd. Minutes were approved.

Executive Committee Report Patti Penny

- The Committee had a lengthy discussion on funding allocation solutions. There is a short fall on funding coming into the state that we will have available to allocate to the regions. We are seeking solutions to perhaps off set some of the shortages and improve the workforce system. The Executive Committee has 2 recommendations they would like to bring before the board.
- 1. Ask staff to draft a letter to the DOL Secretary to use discretionary authority to allow the state to allocate funds to the local areas. Basically have staff prepare financial model as to how the funds might be better allocated across the state. Staff would also investigate for DOL receptivity and Governors acceptance. The letter should be drafted before July 1 for executive committee approval.

Bill Treece made the motion as stated and added letter to be sent upon Executive Committee Approval. Sheryl Stampley-Johnson 2nd. Motion passed unanimously.

2. A letter to Governor Holden to mandate all workforce partners to financially support the workforce system. Patti has received letters from some workforce areas in support of this letter. The Executive Committee came to the conclusion that the letter should be an informational plan as to how to bring together the partners in a more financially supportive way.

Jim Dickerson made the motion to send the letter to the governor adding that perhaps per the discussion in the executive committee this morning that we find another word other than mandate, that we take into consideration the areas where there is funding and there is resource sharing occurring, but certainly ask the governor to set the vision and provide the leadership. The plan will also include service integration and resource sharing. Sheryl Stampley 2nd

Discussion concerning the letter to the governor concluded that the plan would be drafted by members of the One-Stop Executive Committee, LWIB Chairs, and Staff. The letter, in draft form, will be sent to all MTEC members for review and comment prior to going to Governor Holden.

Patti called for the question and the motion was approved.

Ad-Hoc Committee Report Rick Beasley

One-Stop Executive Committee

- **MU Contract Presentation Dr. Peter Mueser & Dr. Ken Troske**

Dr. Mueser provided an overview of 3 detailed reports

1. Continuing Evaluation of the Missouri Workforce Development System: Program Year (PY) 1998
 - This examined the four question of how many people got jobs, how many kept their jobs, how many obtained higher earnings, and how many escaped poverty.
 - Focused on changes in performance of the system between PY'95 and PY'98.
 - Consists of four programs Vocational Rehabilitation (VR), FUTURES (Missouri's version of the federal JOBS program), Jobs Training and Partnership Act (JTPA), and Employment Security (ES)

Conclusions for part 1

1. The Workforce Development system has shown improvements in 3 of 4 targets.
2. The one target where we see a decline actually identifies a change in type of participant: An increasing number had jobs prior to entering the program. Those who did not have jobs may be harder to serve.
3. The proportion of participants served by more than one program is small and has not increased between PY'95 and PY'98
4. Will continue looking at changes in the Workforce Development System between PY'95 and PY'98 to examine

changes in the characteristics of the population being served. Understanding changes in the population served is critical in understanding how to best serve participants. Changes in the economy clearly play a central role.

1. Estimates of Outcomes for Participants Receiving Different services in the Missouri Workforce Development System: PY '97
 - Examined the mix of services received by participants in the Workforce Development System during PY'97
 - Types of services received are divided into 5 parts, from least to most intensive.
 1. Supplemental services receiving only assessment, support or referral services.
 2. Job readiness and search services
 3. Education services but no work experience services
 4. Work experience services but no education services
 5. Education services and work experience services.

Conclusions for Part 2

1. The most disadvantaged participants tend to receive the most intensive services. They also gain the most in earnings and employment.
 2. More advantaged individuals receive less intensive services, largely related to job readiness and job search.
 3. The above points suggest that the system is working as it should.
 4. With One-Stop centers replacing prior recruitment methods, it is important to assure that those who are in greatest need continue to receive the most intensive services.
 5. Highlights the policy issue of the extent to which the Workforce Development System should put resources into intensive services.
 6. Continued analysis will allow us to answer the question: What kinds of workers benefit most from which services?
1. Characteristics of Firms Employing Workforce Development Participants: PY'97
 - What kinds of jobs do participants get?
 - What kind of earnings?
 - Are they getting jobs with firms paying higher wages?

Conclusions for part 3

1. Jobs are similar to those for all Missouri residents.
2. Participants are overrepresented in Personnel Supply services and underrepresented in Hospitals
3. Participants earn less than the average Missouri worker in higher paying industries. Although 2 years later it was found that over time participants' earnings approach those of Missouri's workers in those industries
4. Confirm that getting participants into high paying industries and working for high paying employers is critical
5. Continued analysis will focus on identifying which workers benefit most from which kinds of jobs.

Discussion after presentation brought up several good points to look into. What type of skills/education do these workers need to work for the higher paying industry jobs? Data on unionization and how it effects wages?

The statement was made that the reports were excellent information.

When will we get cost per individual on these programs so we can see how effective we are? Our return on Investment?

That is being worked on now. MU is working with the departments to collect information that will allow us to make estimates of the costs of the system. Currently the research requested is on the system as a whole. The report would not, as it is now envisioned, be produced on a program by program basis. The information will be collected on a program basis but the report will be on the system as a whole.

Ron Vessell mentioned conversation at the last One-Stop Executive Team meeting was, if we what to improve we need to know data by program. Suggestion from MU was, since the data is collected by program to first break it down that way then further break it down by services received within those programs.

The contract for next coming fiscal year would need to be modified based on these recommendations. There would be no added cost for this modification.

The next report will be available in January.

Jim Dickerson made the motion to modify the contract for the next coming fiscal year as recommended. Ron Breshears 2nd. Motion passed.

- **MOU Guidelines**

A workgroup composed of LWIB and state partner agencies development

guidelines for the Memorandum of Understanding (MOU). The guidelines are in compliance with federal regulations and consistent with state policy concerning MOU's for WIA. The One-Stop Executive Team has adopted the guidelines and the council needs to review and support the guidelines.

Evaluation and Award Committee Report Lindell Thurman

- **Continuous Improvement Review Report**

The report included background, process, best practices, technical assistance and training needs, continuous improvement review process partners, customer interview results, staff interview results, conclusions – opportunities for improvement, and monitoring overview. The idea behind the reviews was to meet with a group of partners from the region. Look at certain targeted system elements, 12 basic WIA program elements, and to identify improvement opportunities for each area. Also, a major objective was to identify best practices that are occurring and to publicize them for technical assistance purposes. It would end with a facilitated exit conference and from that they would develop a continuous improvement plan.

The next step is to go back out in the field and implement the plans with local area workgroups. The workgroups can go back to the LWIBS and make formal recommendations about what their continuous improvement plan should be. The Field Services section of the Division of Workforce Development would provide support and be available for technical assistance in their effort.

The reports in the future are not going to be the normal monitoring reports as in the past. These reports are anticipated to be evolving "living documents" and will have state staff assigned to each area to work with them on an on-going basis, as needed, to provide resources and technical assistance.

Lindell concluded that he has been extremely impressed with the desire of the local service providers, front line staff, to provide good service. They are customer focused. They lack direction from above and because of that they sometimes do not feel empowered.

John Wittstruck asked for the purpose of clarification of the minutes if Lindell would provide a description of what is meant by lack of direction from above.

Lindell clarified by saying, there are some staff out there, that if approached and formally ask for their position on certain issues, are reluctant to answer. They are afraid that something they are doing locally that could be considered innovative, cooperative, and extensive partnering could be frowned upon by superiors. So they don't say anything and because of that we have some untapped resources. He felt if the state partners would get together and "empower" local staff, let them know that this is a good thing, we would end up with a better system.

Of those that participated in the meetings, did you have a good representation of supervisory personnel?

Depending on the area but generally yes. We had everything from program managers to supervisors and front-line staff.

- **Workforce Partner Agencies' Performance Reports**

In April the Council requested that each workforce partner present their performance measures as well as key workforce issues. As time doesn't allow for all the partners to present today, Ron Vessell with Vocational Rehabilitation has volunteered to be first.

- **Division of Vocational Rehabilitation Ron Vessell**

Ron began by saying, "As we being to talk about the Workforce Development System we need to understand what all the partners are doing."]

Copy of Rons presentation was included in MTEC binders

The Division of Vocational Rehabilitation (VR) consists of four programs, Vocational Rehabilitation, Independent Living, Disability Determinations, and Personal Care Assistance. VR serves persons with all disabilities except blindness. They are provided services through Division of Family Services (DFS) Rehabilitation Services for the Blind.

One key difference between Vocational Rehabilitation services and many of the other programs is that they are not a "work first" program. They help the individual based on what they can do. "consistent with their strengths, resources, priorities, concerns, abilities, and capabilities.

VR's Funding is basically a 4 to 1 match. For every state dollar the Federal Government puts up 4 for the program. To be eligible for services you must have a disability that keeps you from working or make it very difficult for you to work. The Rehabilitation Act requires them to serve the most disabled first.

VR has 27 District Offices. 172 qualified VR Counselors must have master in clinical social work or counseling. Daily census of 18,000 – 20,000 clients. Average caseload size is around 110. Over 2,000 special education students. 3,338 referral sources and the counselors physically go to almost 2,000 of those locations.

There were 5,734 successful rehabilitants in FY'00. 4,720 were employed competitively, 864 sheltered employment, 149 homemakers, 1 unpaid family worker. Over 70% were successful, that is 90 days on job, client satisfied with job, consistent with their limitations and have positive identifiable effect. Two

years post closure job retention is 67%.

When asked what the one best practice he would like to share with all the other departments Ron said, "individualization". "The real strength in the program is the Counselor/Client relationship. It's amazing when you get the calls and letters of thanks, they always, ALWAYS, are thanking us for the counselors. We can spend \$10,000 getting this person educated or trained and they don't mention it. It is always that counselor who provided that encouragement and support and convinced them they could do it."

Program Coordination Committee Alise Martiny

- The Program Coordination committee was asked to review and comment on the Senior Community Service Employment Programs (SCSEP) State Plan. There were a couple of items that the committee felt they should respond to. The Division of Aging, area agencies on aging or the national and SCSEP sponsor are not represented on MTEC and do not acknowledge representation by the Department of Social Services. Our comment is that the Div. Of Aging does have representation on MTEC through Denise Cross with Div. Family Services. Also a slot on the One-Stop Executive Team was created in Jan. for Aging. The only other comment was on page 4 where they referred to the regions as SDA's, that would need to change to LWIBs.
- Alise gave a summary of the WIA Funding Allocations (*provided in binder*) thus far for PY'00. Formula funding and non-formula funding, as well as, carry-in funds have shown an increase over the previous report. We should have the full PY'00 funding report for the October meeting.

Marketing Committee Jim Dickerson

Jim updated the council on the marketing progress. The billboard advertising is coming along real well. There are still areas where the billboards have yet to go up. Another marketing item, the CD screen savers, has been a big success. There will be some minor modifications to target more of the business customers and another batch run. Larry Hightower provided members with their own copy.

Jim was asked what other marketing were we doing?

Working to develop audio-visual and public service ads, ads for business journals, and touring the state to promote the MO career centers with the media. There are a number of other promotions in the works.

In Concluding Jim recognized Tom Jones the Director of The Division of Workforce Development. He Commended him on a job well done through the merger of the Division of Job Development and Training and the Employment and Training portion of the Division of Employment Security, as well as, the implementation of WIA. He was very sad upon hearing that he will be leaving the division as director, but knows he will be an asset to his new

vocation. His guidance and support will be missed by MTEC.

Jim made a motion for the Council to instruct staff to draft a proclamation to be presented to Tom. Sheryl Stampley 2nd and the motion passed.

Patti adjourned the meeting for the evening.

Tuesday June 3, 2001

Patti reconvened the meeting. She took to opportunity to thank the Joplin Chamber of Commerce for the wonderful reception the night before.

Business/Labor Committee Ad Hoc Committee Amy Deem

Amy summarized the minutes from the last meeting by highlighting

- Previous meeting discussed adding some members from the private sector or organizations that represent the private sector as well as labor. Last meeting had a representative from the autoworkers. The next meeting anticipate having representative from UAW and NFIB.
- Reviewed the Accenture Focus group results. Accenture will follow later during the meeting to update the council on the focus group
- Main issue the committee would like to deal with and report back to the council on is the labor and skills shortage.

- **Employer Programs Amy Deem & Dennis Hardin**

Amy and Dennis provided a presentation on services in the workforce system. With the development of the new workforce system, one of the main changes in addition to the idea of service integration is the emphasis on employers and companies as a primary customer. This will be a brief overview of services, programs, and initiatives that are available for companies.

- Regional Technical Education Councils (RTEC)

This program was designed to train technicians in the high technical skill occupations in the Associate of Applied Science (AAS) degrees, Technical certificate programs and related baccalaureate degrees.

- Workplace Literacy

To support effective partnerships which provide adult education and literacy training to meet workplace needs.

- Customized Training

This is a cost-shared programs administered jointly by DESE and DWD. The Purpose is for training and retraining workers to meet the demands of new technologies and markets through improved skills.

- Missouri Community College New Jobs Training Program

Funding is generated by the sale of certificates issued by the Community Colleges. The certificates are retired by using a portion of the employers' withholding tax on newly created jobs. Training can last up to three years and projects last an average of six years. Emphasis is on targeted industries and quality wages.

- **Employer Focus Groups Accenture**

Copies of presentation were provided.

The project purpose was to assist the DWD with understanding the needs of employers.

The goals were to identify key workforce issues of employers, identify other business to government interaction issues, define ideal business to government interaction characteristics, and to prioritize improvement initiatives for the Division.

- Six focus groups were conducted across the state with a very good representation from a variety of industries.
- Summary of findings seem to fall in four categories, 1) the identity of the division, 2) what image the division is projecting to them, 3) how it is marketed to the employers and general public, and 4) how they felt about the characteristics of the current service offerings available. Accenture provided recommendations to all four categories but the major message was;
 1. Employers want access to multiple workforce related services through a single interface (Internet) regardless of the agency that provides them.
 2. Career Center should have consistent services offerings statewide and a target audience
 3. Marketing and image projection are key factors for success
- The next phase of the project needs to understand the remaining stakeholder perspectives such as the education & service providers, job seekers, and partner agencies & WIBs. How can everyone work together to provide the "whole picture." Develop integrated operational model and action plan. Then the final phase would be to pilot and implement the new model.

How long are we looking for all the phases?

Actually Phase 2 should be finished by fall and then 2 or 3 months to create the plan and we

should be able to roll it out and have it done by next year.

House keeping items Patti Penny

Patti had a couple of suggestions for committees. First she asked if the Special Focus committee would look into what other states have done with UI trust funds and incumbent worker programs. Second, she asked John Dial to ask the Business/Labor committee to look into skills & labor shortages.

Strategic Planning Committee Report Ron Breshears

- **Strategic Plan update** (*included in binder*) Highlights
- Universal Access
 - Billboard marketing, media ads and other means of customer awareness that has occurred
 - Cross training of staff in most Career Center. This will be an ongoing organized internal training as turnover of staff occurs.
- Lifelong Learning
 - Directions has been altered slightly as the discussion that Regional Technical Education Committees (RTECs) are in a better position to develop a regional lifelong learning plan then coordinated with the WIB.
- Integration
 - We think it's critical to the long-term future of the state to provide effective good service to people that we have a statewide information. There has to be a master plan and a dedicated fulltime team.

John Wittstruck suggested the Chief Information Officer for the state be invited to do a presentation on E-Government. The directors of information technology in all the departments put together a plan and all departments requested funding. He thought that conceptually it is close to what we are trying to do. It ran into some political concerns and was put aside. There would be a couple of good reasons to have him present, 1) to raise our awareness of what the conversation is in the capital to accomplish this and 2) it would be beneficial for him to hear our perspectives.

We need to do whatever it takes to get this process moving forward. We think it's critical to

the State of Missouri to provide the services we are looking for.

- **Tool Box Presentation Roger Baugher**

Roger gave a brief on-line, real-time, presentation of tool box. Questions that followed dealt with expanding the system. Roger emphasized that right now the partners that use it are DWD, WIA, and WtW system. Also, if a WIA customer accesses partner services it can be track by funding and region. If say a customer was referred to VR and VR counselors had a logon and ID then they could help update that record. That way when the customer was done with that training we would see it noted. Then the partners that do the job matching and placement would have direct access and the customer never leaves the WIA system and does not fall into WIA measures as they are still receiving services from WIA or a partner. If we don't do it that way and put the customer into training at VR and we can't or don't track the training, we exit them from WIA because the soft exit kicks in. We would then start accessing UI wage records to see if they are working. If they are in training full time from VR they are not working and we get no credit for the positive outcome that could happen later after they complete all the services that we as partners have provided. This is what the system has the capability of.

Patti asked if maybe this should be included in the letter to the Governor through the integration piece that we believe it needs to be expanded?

Roger said it would certainly be up to the Council. We think it has the possibility to expand it to track the activities of the partners. Of course there will be some cost to get this done.

- **ABE On-Line Presentation Janet Geary & Chris Shanks**

Don Eisinger introduced the presentation as an effort that began last December where students could get their GED without physically coming into a classroom. The floor was then turned over to Janet Geary, Director of Adult Education program with North Kansas City Schools, and Chris Shanks Program Manager of this program.

- The project was developed because there was a need for an anywhere/anytime learning opportunity for those people who needed to prepare for the GED. Although the GED test must be taken in a testing facility due to security reasons.
- There are several partners involved in the project, the North Kansas City School District is facilitating & DESE has funded the project. Also working very closely with the Kansas Public Television and the Greater Kansas Building and construction Trades Council.
- Working with the Building and Construction Trade has helped increased the pool of applicants for apprenticeship programs. By several of the

apprenticeship programs agreeing to allow people to enter into an apprenticeship program without having a diploma as long as they simultaneously work on preparing for their GED.

- Future Plans initially includes 5 classrooms set up to support different regions of the state. Additional instructors will be hired to maintain student contact and follow student progress. Develop a website that supplements the classroom.

A member of MTEC posed question to the local WIB Chairs and service providers. How do you see this type of program or service helping your area?

One service provider said it defiantly added another resource. His concern would be if there was some way of doing a follow-up to local areas if someone fails on-line so that they could maybe get them into a traditional class?

Janet responded by saying their facilitator's follow-up with students very regularly either by e-mail or phone. If they find a student that is not suited for this classroom we encourage them to come in.

Special Focus Committee Report Mikki Brewster

- **Diversity Forum**

Mikki thanked staff especially Clinton Flowers, Glenda Terrill, and Saralinda Viggers for their work to compile the report. The draft document (*handout*) will be finalized and edited then mailed out to all Council members, WIB's and appropriate staff.

- The Special Focus Committee did accept the draft report on diversity perspectives and should be noted that while it recommends that the WIB create a diversity advisory committee it is not required. The committee heard the concerns on the impact it could have on the boards and are looking at alternatives. Considering a suggestion from David Mitchem of a "portfolio" of ways that WIBs can address the diversity issue.
- Committee recommends that staff proceed with the development of appropriate technical assistant recommendations to the LWIBs on findings in the report. Including communications to the field about promising practices in addressing diversity issues and data sets about such topics as diversity content and growth in the Missouri Labor Force. This action is consistent with the recommendations and the actions contained in the MTEC strategic plan. Ron Breshears and Mikki have had conversations and know there is to be a melding of these strategies to support what the overall plan is.
- Committee is also recommending that the LWIBs be required to provide a written

report to the Council about their diversity policy compliance by Oct. 1, 2001. This is consistent with the timelines for the overall strategic plan. We will ask that the report demonstrate evidence of local board diversity policy compliance in the areas of board membership, board and career center hiring practices, and service effectiveness to customers of diverse backgrounds.

- Staff has also been asked to research appropriate consequences for failure to demonstrate diversity policy compliance because one of the concerns was how to support this with "teeth" and policy direction from the Council.
- **Regional Planning**

Mikki deferred this to a later date. It is still a work in progress. It is anticipated that October would be a realistic date for presentation.

Next meeting will be October 9th and 10th in conjunction with the Governor's Conference at Tan-Tar-A in Lake Ozark.

The December meeting has been set for December 3rd & 4th at the Marriott Country Club Plaza Hotel in Kansas City.

Meeting was adjourned.